FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00034424 **Type of Permit:** FILMING **Release Date:** 12/03/2010

Production Company MOXIE PICTURES INC

Insured Company Name MOXIE PICTURES INC

Contact Phone No. 1 310-857-1000
Contact Phone No. 2
Fax 310-857-1004
Address 5890 W JEFFERSON BLVD, SUITE J
LOS ANGELES, California 90016

Production Title QUAKER OATS

Type of Production Commercial - Standard

Producer Salli Ziles

Director Henry Lu

1st AD Javier Vargas

Production Manager Michael Merryman

FilmL.A. Coordinator Hans Groszkruger

Location Manager Kelley Baker
Primary Phone Mobile - 323-528-6034
Secondary Phone Office - 310-857-1000

Location Assistant N/A N/A
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY LANE AND STREET CLOSURE FEE	$312.00
LA CITY FIRE SAFETY OFFICER	$448.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,625.00

Number of Locations 1

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Summary Information — Location

Permit Number F00034424
Production Company MOXIE PICTURES INC
Insured Company MOXIE PICTURES INC
Production Title QUAKER OATS

Location Manager Kelley Baker
Primary Phone Mobile - 323-528-6034
Secondary Phone Office - 310-857-1000

Location Address 3501 N Broadway, Los Angeles, CA, 90031

Location Type School

Film Dates 12/6/2010 - 12/6/2010 04:30 - 13:00

Open or Closed to the Public Closed

Generic Conditions
All travel lanes and bike lanes shall be closed per the WATCH manual.
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
34424_Broadway.pdf
821011~1.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	40
Cube Trucks	2
Generator	1
Motor Homes	2
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	1
Crew	45
LA City UFSO assigned	26541
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Equipment on sidewalk & street; Exterior Dialogue; Exterior establishing shots; On Steps in the football staduim/field;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 635 **Grid:** B1

Approvals

FILMLA. CLOSURES	Joshua Mingo
LOS ANGELES CITY DEPARTMENT OF PUBLIC WORKS	Janice Takimoto
LOS ANGELES POLICE DEPARTMENT	Gabriel Martinez
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT	Lance Matthews

Coordinator Note UFSO from 0700-1300hrs.

Coordinator Note trucks/equipment on the N/s of N. Broadway, Lincoln Park Ave. - Lincoln High Dr.

Parking
Base Camp
Location Type : Location

Crew Parking
Location Type : Location

Lane / Full Closure N/s curb of N. Broadway, Lincoln Park Ave. - Lincoln High Dr.

Approximate Footage 301 - 600

Date(s) 12/6/2010 to 12/6/2010 **Time(s)** 04:30 to 13:00

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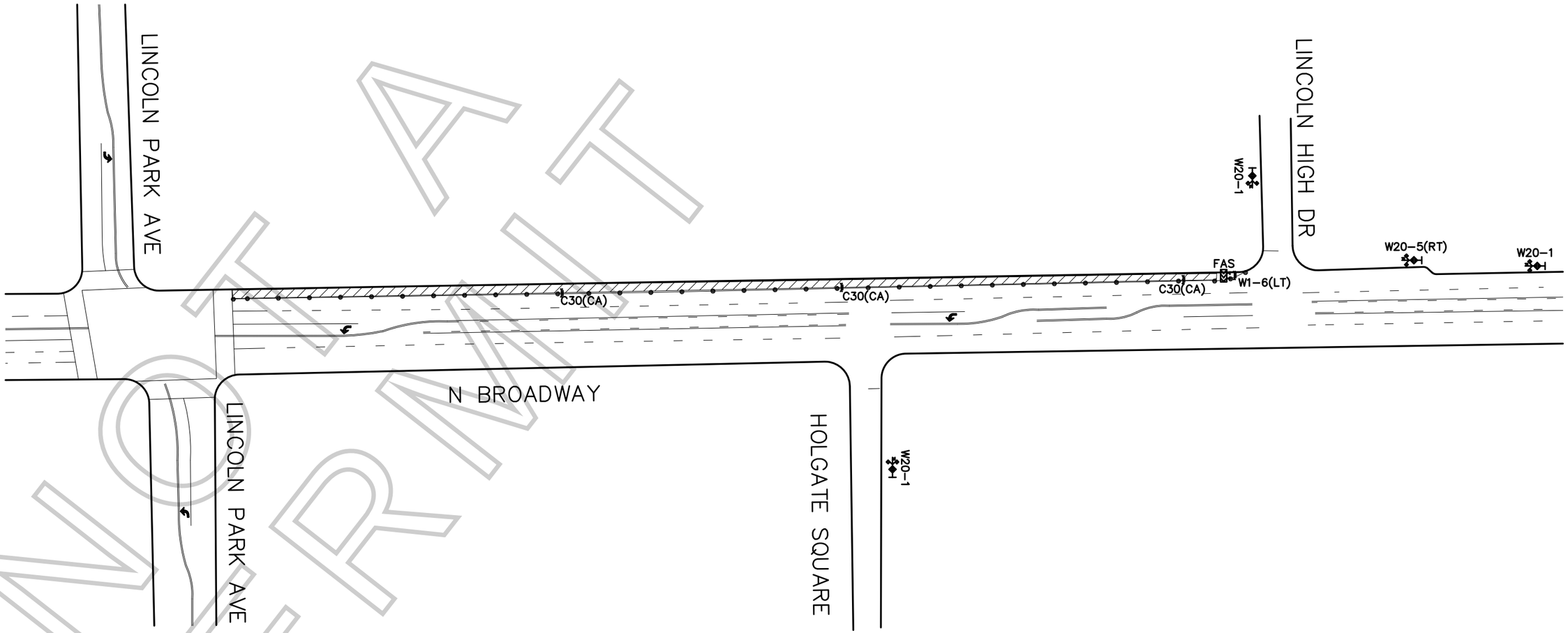

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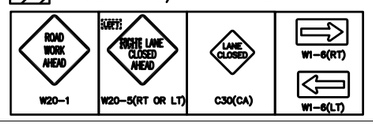
LEGEND:

- ADVANCE WARNING SIGN
- SIGN ON TYPE I BARRICADE
- TRAFFIC CONE 28" (REFLECTIVE)
- FLASHING ARROW SIGN (FAS)
- CLOSURE/WORK AREA



FILM LA COORDINATOR: HANS GROSKRUGER
FILM LA PERMIT # F-34424

CLOSURE INFO:

N/S CURB N. BROADWAY
LINCOLN PARK AVE - LINCOLN HIGH DR
12/06, 0430-1300

MOXIE PICTURES
"QUAKER OATS"
LOCATIONS CONTACT:
ALYJOE VALDEZ (AJ) 323.260.4777(4PPS)

TCP DRAWN BY:
JOE VELASCO JR.
PACIFIC TRAFFIC CONTROL, INC.
323.981.0600 PH.
LIC # 944488

GENERAL NOTES:

1. ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE CURRENT STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA M.U.T.C.D., AND ANY ADDENDUMS THERTO, AND AS SHOWN ON THESE PLANS.
2. THERE SHALL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS.
3. CONES SHALL BE 28" MINIMUM HEIGHT AND SHALL HAVE REFLECTORIZED SLEEVES FOR NIGHT WORK.
4. POLICE SHALL DIRECT TRAFFIC AS NECESSARY.

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of MOXIE PICTURES ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 11/5/10

Melissa Brabetz

Representative's Signature

Melissa Brabetz

Representative's Name (Please Print)

VPM

Representative's Title (Please Print)

MOXIE PICTURES

Name of Principal (i.e. company name)
(Please Print)

1040 Sycamore
Hollywood, CA 90038

Principal's Mailing Address (Please Print)

323.957.5420

Principal's Phone Number (Please Print)

Pacific Production Services
[illegible] Nichols, President

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